

South Side News

Good Land Near Mesa

We exchange big values for your gold. Prices from \$65.00 to \$300.00. Easiest terms.

WILBUR REALTY CO. INC.
Mesa, Arizona

CADILLAC

At a Bargain

30 horsepower, five passenger, in excellent condition. Fully equipped. Prest-to-light. Bosch magneto and coil.

TEMPE GARAGE
S. Z. EARL, Proprietor,
Tempe.

Prescription work is a specialty with us that places our store a class.

EVERYBODY'S DRUG STORE
Mesa, Arizona.

Business Opportunities

IN TEMPE, ARIZONA
Write to W. J. KINGSBURY

M. Ellingson & Sons

Dealers in Hay and Grain, Seed Grain, Seed Oats, Feed Oats, Rolled Barley, Alfalfa Seed, Grain Bags, etc.

TEMPE

You Should

Call and see the Racyle, the best wheel made. I carry a large line of Racyles, Bicycles and Bicycle Supplies. Repairing quickly done.

Griswold

THE BICYCLE MAN
25-27 East Adams
THE RACYLE STORE

TOM & SING'S AMERICAN KITCHEN

Regular Meals, 35 Cents.
Short Orders All Night.
25 North Center St., Phoenix.

Tom's French Kitchen

The best the market affords.
11 West Washington St.

PLASTER AND CEMENT WORK.

Plastering, Foundations, Walks, all kinds. Try me out. Call me up for an estimate.

W. C. POTTEIGER
Phone O., 8123 612 North Fourth St.

Conboy Drug Company

Everything in Drugs
Corner Adams and First
Streets

JOSEPH T. TROTTER
General Brokerage and Commission
Hay, Grain, Live Stock
Prompt and efficient attention
given to all commissions
Overland Phone 1155
124 North First Ave., Phoenix.

WHEN YOU HAVE ANY

PRINTING

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Is on it, or that it is done by one of the firms below, who are entitled to use it:

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ARIZONA DEMOCRAT
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MESA FREE PRESS
R. A. WATKINS
THE QUALITY PRESS
(Signed) Label Committee

TEMPE

Horace B. Giffon, agent for Tempe will care for news, subscriptions and advertising in the Tempe department. Office with A. Nielson & Co.

NORMAL SENIOR PLAY MAKES A GREAT HIT

Annual Attraction by Amateur Actors Draws Great Audience Who Enjoy Presentation.

The audience that attended the normal auditorium Friday night for the purpose of witnessing the senior play, "What happened to Jones", was admittedly the largest that has ever attended a similar performance in Tempe. "What happened to Jones", is also the most pretentious play that has ever been tackled by a senior class of the Normal school. Besides this it was the greatest success ever experienced by the amateur players. It was well acted, well staged, and well—the money came in so fast that after all the expenses have been paid there will be about \$200 clear.

Moffitt Dean, played the part of "Jones" the leading character of the play, made a most excellent showing in the part. The character of Jones is very difficult for an amateur to carry through owing to the number of facial changes that are necessary throughout the piece. Mrs. Ella Turner as Mrs. Goodly, also had a hard part to carry, but she succeeded in convincing her audience that she is quite an actress.

George Gamill as Ebenezer, made a hit both in his acting and makeup; Viola Passey, as Cissy was charming from beginning to end; in fact every one of the seniors in the cast were exceptionally good.

"What happened to Jones" was one of the first of George Broadhurst's face comedies. It made him famous and rich. Harry Corson Clarke starred in the name part for years traveling from one end of the country to the other until there is hardly a theatergoer of the last ten years who does not know something of George Broadhurst and Harry Corson Clarke.

Will take for storage if owners don't take wheels from Tempe garage.—Advertisement.

Mrs. Thos. H. Dennis, Tempe delegate to the grand lodge convention of the Woodman Circle held in Tucson the past week returned home Friday evening bearing the honor of being elected to the position of grand banker of the lodge. As this was the first meeting of the grand lodge practically all the time of the convention was devoted to organizing. The next session of the order will be held in Mesa two years hence. Mrs. Dennis, having completed her work as a delegate to the Woodman circle of Tempe will leave this morning for her home at Hayden, Arizona.

MEMORIAL SERVICES TODAY
Today will be memorial day at the Congregational church for the local order of Knights of Pythias. Rev. Mr. Dains will deliver the annual sermon at 11 o'clock, the theme, "The Power of Friendship." The Knights will assemble at the lodge hall and proceed from there in a body to the church. In the evening a lecture upon the "Handiwork of God" will be given. The stereopticon will be used and views from the Yellowstone park given; the hour is 7:45. Sunday school at 10 o'clock this morning. Christian Endeavor meeting at 7 p. m.

Itching Eczema Drives Me Wild!

ZEMO Stops Itching Instantly!
Buy a 25c Bottle Today and Prove It. Itching vanishes instantly by using ZEMO. This is absolutely guaranteed.



Stop the Agony! ZEMO is Guaranteed to Stop the Fiercy Itching Instantly.

ZEMO will be a surprise to you, just as it has been a surprise to thousands who have already tried it. Your first application of ZEMO will bring instant relief of your money is refunded. Pain and itching, raw scorching eczema sores, prickly heat, pimples, scalp itching, rash, tetter, blackheads, skin irritation or inflammation stops. Dandruff is nothing but scalp eczema. Watch ZEMO cure it and stop scalp itching. It gives blessed relief to baby's skin troubles. Don't miss it 25c. ZEMO is a clean, antiseptic solution, applied on the skin. No ointment or paste. "But three applications of your highly-valued medicine had the desired effect for eczema and awful itching." Sol Landau, c/o Sol Landau Cloak and Suit Co., St. Louis, Mo. First-class druggists everywhere sell ZEMO, 25c a sealed bottle, or sent direct on receipt of price by E. W. Rose Medicine Co., St. Louis, Mo. ZEMO is sold and guaranteed by druggists everywhere and in Phoenix by Elvey and Hulett.—Advertisement.

Rheumatism Neuralgia Sprains

Miss C. Mahoney, of 2708 K. St., W. Washington, D. C., writes: "I suffered with rheumatism for five years and have just got hold of your Liniment, and it has done me so much good. My knees do not pain and the swelling has gone."

Quiets the Nerves
Mrs. A. Williams, of 40 Thompson St., Maryville, Mo., writes: "The nerve in my leg was destroyed five years ago and left me with a jolting at night so that I could not sleep. A friend told me to try your Liniment and now I could not do without it. I find after its use I can sleep."

SLOAN'S LINIMENT

"Is a good Liniment. I keep it on hand all the time. My daughter sprained her wrist and used your Liniment, and it has not hurt her since."

JOSEPH HATCHER, of Selma, N. C., R.F.D., No. 4, At All Dealers

Price 25c, 50c, \$1.00

Sloan's book on horses, cattle, dogs and poultry sent free. Address

Dr. Earl S. Sloan, Boston, Mass.



KEYS FOUND

A. Nielsen, chairman of the accommodation committee of the Odd Fellows grand lodge, has in his possession a bunch of keys turned over to him by a local resident who housed some of the Odd Fellow and Rebekah guests during the past week. The keys apparently lost by some visiting delegate may be obtained upon communication with Mr. Nielsen.

THREE SERVICES TODAY

Religious services conducted by Rev. and Mrs. E. R. Hermonist will be the order three times today. This morning at 10 o'clock Rev. Mr. Hermonist will conduct children's services at the Baptist church. At eleven he delivers the accustomed morning sermon. This afternoon at 2 o'clock Mrs. Hermonist will conduct services in the chapel car, located near the Arizona Eastern Railroad depot. Mr. Hermonist again appears before a Tempe congregation at eight o'clock tonight at the Baptist church, delivering the regular Sunday evening sermon.

ARTIFICIAL RIPENING OF BITTER FRUITS

It is well known that bananas are removed from the tree and shipped in a green condition and are ripened in the stalk in warm storerooms. Other fruits which are artificially ripened are persimmons and dates. It is found that dates in California and Arizona are exceptionally rich in maturity, but, as shown by experiments of the United States agricultural department they can be matured by artificial means. The Journal of the American Medical association in a recent issue quotes from an article by Professor Francis E. Lloyd which explains the chemistry of this ripening process and how it is brought about. He explains that fruits, the stringency of which in the unripe state is due to tannin, after ripening contain just as much tannin as before, but that it has undergone a combination with some other substance which prevents the solution of the tannin in the mouth and hence obviates its astringent taste and action. This effect may be brought about in the case of dates and persimmons, by means of heat, alcohol, carbon dioxide or acetic acid. Tannin readily dissolves in water or in the juices of the mouth. It exists in such fruits as dates and persimmons in separate little sacs or membranous cells which swell and burst when brought into contact with water, thus permitting the tannin to escape; the familiar astringent bitter taste is the result. When the natural ripening process takes place or when heat or any of the chemical agents named is applied, a coagulation of the contents of the tannin sacs takes place, so that when the fruit is eaten the tannin is not dissolved at all or is so slowly dissolved that the bitter taste is not observed. The case of the California oranges recently condemned by the federal government under the food and drugs act does not come in the same class. Oranges have no starch to be converted into sugar; hence the sweating process to which these oranges were subjected merely colored them artificially instead of ripening them. Indeed, the ground on which the government seized and disposed of the fruit mentioned above was that it was misbranded as naturally ripened fruit. Fruit actually ripened by artificial means cannot said to be unwholesome.—San Francisco Chronicle.

Undine "Sue" O'Loughlin, of the American league, is working out with the Rochester team at Anniston, Ala.

THE REAL VALUE OF PRINTERS INK

Famous Automobile Maker Says It Promotes Economy.

By JOHN N. WILLYS, (Overland).

The man who says, "I wouldn't buy that car because its advertising increases the cost unnecessarily," is making the mistake of his life. He is overlooking an economic principle, tried and proved, that has more than any other one agency to do with bringing within his reach a really high class product at a reasonable price. He is as much mistaken as the farmer who would prefer hand harvesting to the purchase of an automobile binder.

Money spent in judicious and extensive advertising is the best investment in the world today for every one concerned—for the manufacturer, the dealer and the purchaser of a motor car. The product that is not advertised will not sell readily, no matter how attractive are quality and price.

The grocer or other dealer who has on his shelves goods that are not advertised will bear witness to the truth of this statement. Wholesale and manufacturers who do not use printers' ink will attest to its truthfulness by the cost system figures for their sales departments. Any salesman in the world will say that advertised goods can be, and are sold at much less cost than those unknown except to a comparatively small coterie of users.

Successful advertising is a sure indication of quality, for without value of the product no advertising could succeed. The manufacturer and every one connected with the distribution would lose reputation and money for the public will not long continue to be gulled. Advertising is no more an extravagance than the use of good seed or good machinery by the farmer.

Extensive advertising is just as economical as a quantity production in the motor car industry, for it brings larger and quicker returns of an investment, allowing for re-investment in materials and consequent large production. It is an essential economic factor of the "eternal cycle" which has placed the American-made automobile first in every market of the world.

Bernard Sith, an elevator runner of the Hotel Belmont, was badly injured when he fell down a freight elevator shaft.

KOVERALLS

ALL RIGHTS RESERVED

For Children

The ideal playtime garment for little folks. Made all in one piece, with dropback, KOVERALLS can be quickly slipped on or off, and easily washed.

Far more healthful than Rompers. Cut large to give utmost comfort—yet fitting well and looking well. No tight elastic bands at knee, to stop free circulation of blood and retard freedom of motion. All children love them.



75c the suit

A New Suit FREE if it Rips

As pictured, or with high neck and long sleeves.

Made of plain blue denim or blue and white stripe hickory, for all-the-year-round, and of lighter weight, blue and white striped material for summer wear. Sizes 1 to 8 years. All are trimmed with fast-color red or blue galathea.

Ask for and insist on getting KOVERALLS Accept no other garment

If your dealer cannot supply we will forward prepaid, upon receipt of price.

Made and Guaranteed by **Levi Strauss & Co.** San Francisco

FIFTEEN MILLION DOLLAR HEIRESS FINDS HER "IDEAL MAN"; HE'S FINE FELLOW, BUT HIS HAIR DOESN'T CURL OVER THE LEFT EAR



Lilla B. Gilbert and Howard P. Renshaw, at Palm Beach and in New York city.

Pretty Lilla B. Gilbert, the \$15,000,000 heiress of New York, who is reported to have vowed she would not wed until she met her "ideal man," has found him, or at least a good substitute. The wedding chimes pealed out on Tuesday and she became Mrs. Howard Price Renshaw. The groom hails from Troy, N. Y. Since the debut of Miss Gilbert she has been an idealist. Her pictured hero was smooth shaven, with classic features and hair curling over the left ear. Mr. Renshaw has a mustache and his hair doesn't curl over his left ear, but the heiress says he'll do, just the same.

\$100 reward for any one caught shooting cattle anywhere south and east under the Eastern canal.—Advertisement.

Ingleside

Mrs. Geo. H. Cook was hostess at luncheon at the Ingleside club on Friday to Mrs. E. J. Bennett, Mrs. Aaron Goldberg and Mrs. David Goldberg.

Mr. and Mrs. Asa E. Kenman and Miss Eugenia Kenman were supper guests at the club on Thursday of Mr. and Mrs. L. Victor Seydel. On Monday Mr. and Mrs. Seydel with their daughter Francis Louise and Bruce Robinson motored to Roosevelt. The party returned to Ingleside the day following.

On Wednesday Mr. and Mrs. G. W. Kretzinger returned to Ingleside after a visit to Mr. Kretzinger's niece Mrs. Ben Snyder, at Bouge, and a week's stay at Castle Hot Springs. They return to their home in Chicago early this week.

Mrs. J. F. E. Smith, Mr. Bertram Smith, Mr. and Mrs. Robert Craig and Miss Ruth Almsworth spent Sunday afternoon at the club.

Mrs. Lynn and Miss Short, of Tempe, dined at the club Thursday. Mrs. Chas. Fitch of Phoenix arrived at the club Sunday last for an indefinite stay.

Mr. W. J. Murphy, Mr. Atchison of Manitoba and Mrs. Shepherd of New York dined at the club on Thursday.

Among other callers at the club this week were Miss Goldman, Miss Goldberg, Mr. Wm. Van Kleek, Mr. Ensign, Mr. Hardick and Mr. Chas. Fitch.

The young men of the senior class of the Phoenix high school entertained the young ladies of the class by motoring to Ingleside, where refreshments were served at the club.

HAYDEN

The new building for the Hayden Hotel is rapidly moving toward completion and it is anticipated that it



CHICHESTER'S PILLS

THE DIAMOND BRAND. Ladies! Ask your druggist for Chichester's Diamond Brand Pills in Red and Gold wrapper. They are sold with Blue Ribbon. Have no other. Buy of your druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS. 25 years known in Best and Largest Markets. SOLD BY DRUGGISTS EVERYWHERE.

WANTED

Some money to loan on good ranch and city property. Exchanges wanted. We have a number of people who own lands in California, Oklahoma, Missouri and Idaho, who desire to make exchanges for lands in the Salt River Valley. Write or call on us if you are interested.

Pomeroy Realty Co.

Oldest Realty Co. in Mesa, Arizona

"A BARGAIN"

120 acres at Glendale. 80 acres fine stand alfalfa. Good eight room house. Good well, windmill and tank. Good large hay barn. Lots of fruit and shade. Entire 120 acres in cultivation. Price for a short time \$115 per acre. \$4000 will give possession, balance on your own terms.

A. W. Bennett Real Estate Co. GLENDALE, ARIZ.

DECLINING VOTE SCALE

Until May 5th votes will be issued on subscriptions according to Second Period Scale.

SECOND PERIOD
From Monday, April 21st to Saturday, May 3, the following votes will be given for Daily and Sunday Arizona Republican subscriptions:

BY CARRIER OR MAIL		Votes Given	
Price	New	Old	
3 months .. \$ 2.00	2.800	1.400	
6 months .. 4.00	5.600	2.800	
1 year .. 8.00	11.200	5.600	
2 years .. 16.00	22.400	11.200	

Votes will be issued only when subscriptions are paid. The schedule of Votes printed above, will not be altered or changed in any way. And NO EXTRA VOTE OFFER will be made during this contest. Votes will positively not be doubled at the end of the contest.

THIRD PERIOD

From Monday, May 5th to Saturday, May 17th, the following votes will be given for Daily and Sunday Arizona Republican subscriptions:

BY CARRIER OR MAIL		Votes Given	
Price	New	Old	
3 months .. \$ 2.00	2.800	1.300	
6 months .. 4.00	5.600	2.600	
1 year .. 8.00	11.200	5.200	
2 years .. 16.00	22.400	10.400	

WHY?

Why not save money? Why not 42 or 60 cent gas.

The Famous Gas Generator

Cooks—Bakes—Heats.

Fuel bill reduced 50 per cent

The Hydro-Carbon Gas Manufacturing Company

117 West Monroe St.